

You're Invited!

The Work Place Employer Breakfast

"Using Social Media To Attract, Retain and Develop Desirable Talent"

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THURSDAY, March 13, 2014

8:30 AM – 10:00 AM

The Work Place

29 Winter Street, 4th floor, Downtown Crossing, Boston

Join your colleagues and The Work Place for this Networking opportunity!

With Guest Speaker Nacie Carson

Nacie Carson is a critically acclaimed business author, consultant & CEO of Working Life Media, LLC. She is a celebrated speaker on branding, career evolution, entrepreneurship, the evolving "gig" economy & the Millennial work experience. She runs a successful blog on the changing job market, and is the author of a book on adapting your personal brand to the new economy:

The Finch Effect: The Five Strategies to Adapt and Thrive in Your Working Life

In this facilitated dialogue with Nacie, we will explore:

- How to translate a prospective employee's social media liabilities into job assets
- The risk, benefit & responsibility of investing in employee brand development
- Emphasizing the need for professional development in employee social media use
- How an organization's social media presence can attract and retain desirable talent



Guest Nacie Carson

Contact

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Connecting Workers and Employers



RSVP By March 5